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 Books

## Time Sets Up Group to Guide International Book Publishing

Appointments Signal Plans  
 for Expansion of Division—  
 Austell to Be Co-Head

By HENRY RAYMONT

Time Inc., one of the world's leading magazine-publishing empires, has established a new corporate committee to coordinate the development of its expanding international book-publishing activities.

The move indicated plans for the further growth of Time-Life Books, whose mail-order sales of books on culture, science and other subjects in 14 languages last year totaled almost \$60-million.

The announcement of the formation of the committee was made yesterday. It said the new group would "promote the interchange of expertise and, above all, pursue new opportunities in the nonperiodical sector."

The committee is to act as an editorial and sales liaison agency between Time Inc.'s growing book-publishing activities in the United States and its recently acquired interests in publishing houses in France, Germany and Mexico.

### New Investment Planned

Earlier this month, the company completed the acquisition of Little, Brown & Co., a distinguished Boston book publisher, for \$17-million. Negotiations are currently under way for the purchase of a minority interest in the Italian publishing house of Bompiani.

Rhett Austell, publisher of Time-Life Books, will be co-chairman of the committee together with Charles B. Bear, vice president of Time Inc.'s international division. The two will retain their present corporate titles.

"While we plan to intensify consultations on sales and editorial matters," Mr. Austell said in an interview, "Time Inc. intends to respect and cultivate the diversity and independence of each publishing house. We will operate very much like a loose confederation."

Mr. Austell, a 43-year-old graduate of the Harvard School of Business Administration, became publisher of Time-Life Books in 1964, three years after Time Inc. set up its book division.

Since then, Time-Life Books has been one of the most striking success stories in mail-order publishing. In the past year, the company's shipping center in Chicago has handled about 10.5 million books a year

Rhett Austell

while foreign sales added another 5 million.

Aside from the establishment of the coordinating committee, Time Inc. announced yesterday these other changes in its book-publishing organization: Robert B. Luce, director of editorial planning and a former publisher of The New Republic, takes on the added post of director of editorial liaison; Mr. Luce is not related to the late Henry R. Luce, co-founder of Time Inc.; Zachery P. Morfogen, formerly international general manager, comes director of marketing; Paul Hush, formerly corporate international development manager, becomes director of business affairs; and John P. Sousa 3d, formerly director of planning, becomes research director.

The new executive body will coordinate Time-Life book operations with such subsidiaries as Time-Life Records, General Learning Corporation, Silver Burdett Company and New York Graphic Society.

The three foreign publishers in which Time Inc. holds minority interests are Editions Robert Laffont of France, Rowohlt Taschenbuch Verlag of Germany and Organización Editorial Novaro of Mexico.